

Meeting Date: 7/17/07

Santa Clara



# AGENDA REPORT

City of Santa Clara, California

Agenda Item # 50



**DATE:** July 5, 2007  
**TO:** City Manager for Council Action  
**FROM:** Deputy City Manager  
**SUBJECT:** Special Order of Business to Present Post-2006 Election Ethics Survey Results, Assessing Progress with the City's Ethics Program

## EXECUTIVE SUMMARY:

City Council-adopted goals for 2005-07 included "elevating the City's Ethics & Values Program to the next level." The development and execution of a 2006 Vote Ethics Campaign was a major undertaking to help meet the goal, and is described in more detail, below. As one part of the Vote Ethics Campaign, a pre-election survey was conducted by faculty from the Markkula Center for Applied Ethics at Santa Clara University, initially benchmarking the City's ethics program efforts. Results of this survey were reported to the Ethics Committee and to Council in early 2006.

Following execution of the major components of the 2006 Vote Ethics Campaign, a post-November 2006 campaign survey was conducted by JD Franz Research Inc., a professional public opinion and marketing research firm, to ascertain progress toward achieving the Council-adopted goal. Survey results were compared to the early 2006 benchmark survey. Much of the original survey instrument was utilized in the second poll in order to have comparison statistics. Survey conclusions and recommendations from the survey document are attached to this Agenda Report. The full survey report will be placed in Council Offices for review. A brief summary of pre- and post-election survey findings is found in the discussion section of this report.

Since 1998 the City of Santa Clara has sought to be a leader in achieving high ethical standards in order to make Santa Clara a better community, built on mutual respect and trust. Past City survey documents have found that the more people trust the City, its officials and staff, the more they consider the City a safe place and a good place to work, raise a family, relax and retire. Santa Clara's updated Code of Ethics and Values was developed with community input and adopted in 2000 to provide guidelines for decision-making and actions in City Hall. The vision was to provide specific, practical guidelines so that elected officials, City staff, citizen volunteers, vendors and others affiliated with City government knew what was expected of them to be "at their best" in achieving the highest standard of professional ethics in City government and management. In 2006, Council endorsed a City staff and Ethics Committee recommendation for an innovative 2006 Vote Ethics Campaign in order to:

- ☐ Increase public confidence in City government and community pride
- ☐ Educate voters about how to evaluate the ethics and values of candidates
- ☐ Inspire candidates and their supporters to campaign ethically
- ☐ Increase public awareness of the City's Code of Ethics and Values

The post-November 2006 campaign survey was conducted in December 2006 and January 2007. Survey findings were presented to the Ethics Committee at their June 11, 2007 meeting. At the suggestion of the Ethics Committee and staff, the survey findings will be presented as a Special Order of Business at the July 17, 2007 City Council meeting. Survey consultant and company President, Dr. Jennifer D. Franz, will present the survey findings.

**ADVANTAGES AND DISADVANTAGES OF ISSUE:**

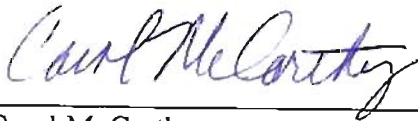
Presentation of the results of the post-election survey will allow for greater understanding of the accomplishments and successes of the 2006 Vote Ethics Campaign, and provide benchmarks for the Ethics Program. There are no recognized disadvantages.

**ECONOMIC/FISCAL IMPACT:**

The survey contract was \$17,200.

**RECOMMENDATION:**

Following the presentation by the survey consultant, it is recommended that the City Council accept the results of the Post-2006 Election Ethics Program survey, benchmarking progress made toward City Ethics Program goals.



Carol McCarthy  
Deputy City Manager



Jennifer Sparacino  
City Manager

***Documents Related to this Report:***

- 1) *Survey Conclusions and Recommendations (report pages 44 – 46) - Post-2006 Election Ethics Survey Results, "Survey About Good Government and Public Trust" (attached to this Agenda Report)*
- 2) *Full Survey Document – Post-2006 Election Ethics Survey Results, "Survey About Good Government and Public Trust" (placed in Council Offices)*

## **DISCUSSION:**

A few of the significant findings from the 2006 Vote Ethics Campaign survey, which was conducted after the November 2006 election ("Late 2006 – after campaign"), are shown below. The findings are shown compared to the findings from before the election ("Early 2006 – before campaign). These comparisons show that the City of Santa Clara's 2006 Vote Ethics campaign helped voters to be more informed about the elections process, and that the campaign had a significant impact on the level of public trust and confidence in municipal government. The campaign also increased the number of residents who were aware of the City's Ethics Program.

### **Comparison of a Few Significant Findings:**

	<b>Early 2006 – before campaign</b>	<b>Late 2006 – after campaign</b>
Number of residents who say they are very proud to live in City of Santa Clara	49%	77%
Agree with statement "people like you can have a big impact on making the City of Santa Clara a better place to live"	61%	79%
Residents who are not aware or not very aware of City ethics program	74%	53%
Residents who feel they have too little information for making informed voting choices	52%	7%

### **Awareness of Various City Ethics Activities:**

	<b>Early 2006 – before campaign</b>	<b>Late 2006 – after campaign</b>
Encouraged citizens to "Vote Ethics" in the November, 2006 election	21%	54%
Has a Code of Ethics and Values	38%	63%
Holds ethics orientation sessions for City Commissioners	10%	24%
Holds ethics Study Sessions for the City Council	13%	25%
Provides Training for political candidates on how to hold ethical political campaigns	9%	28%
Has a voluntary ordinance that caps campaign spending at \$29,300	15%	29%
Has received state and national recognition for its Ethics and Values Program	12%	30%

A key finding of Santa Clara's pre-election survey was that "public trust is integrally linked with residents' perceptions about the impact and quality of City services, the City's overall 'quality of life,' and the honesty, integrity and dependability of City officials and candidates for public office. As the public's perceptions of these rise and fall, so also does public trust in the City's government." This post-election survey reinforced these findings. Both the pre- and post- surveys also rated City departments/City provided services highly.

The pre-election survey found that the top five news sources of respondents were, in the following order:

1. *San Jose Mercury News*
2. Local television news
3. *Santa Clara Weekly*
4. Utility bill inserts (*Mission City SCENES* and other inserts)
5. Quarterly *Inside Santa Clara* municipal newspaper

The post-election survey found that the top five news sources were:

1. *San Jose Mercury News*
2. Local television news
3. Utility bill inserts
4. *Inside Santa Clara*
5. City website

Notes: In the post-election survey, the *Santa Clara Weekly* dropped from 3<sup>rd</sup> place to 6<sup>th</sup> place as a source of information. In the post-election survey, the City website improved in ranking from 9<sup>th</sup> place to 5<sup>th</sup> place as a source of information. The City website improvement in ranking found in the post-election survey can likely be attributed to expanded website content, and the establishment of the two new URLs: [voteethics.org](http://voteethics.org) and [santaclaracampaigndollars.org](http://santaclaracampaigndollars.org).

The post-election survey also showed that Santa Clara residents continue to rate the City highly in their assessment of ethical behavior compared to state and federal government, another indication of the Vote Ethics Campaign achieving its objectives. Residents rated the ethics of City government at 4.27 on a 6-point scale, compared to 3.42 for state and 2.71 for federal government. Residents rated trust levels similarly, with City government at 4.27 on the same 6-point scale compared to 3.50 for state and 2.84 for federal government.

## **IV. CONCLUSIONS AND RECOMMENDATIONS**

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### **How Do Residents Feel About Living in Santa Clara?**

From the results of this research, it would appear that residents of the City of Santa Clara are between generally and very pleased to live in their community. Almost everyone is proud to live in Santa Clara; importantly, almost eight in ten are very proud to do so. Ratings of the City as a place to raise a family, work or do business, and feel safe and secure are strongly positive; ratings of the City as a place to live after retirement and spend leisure time are positive as well. Overall as a place to live, the City scores a five out of six possible points.

### **How Do Residents Feel About Their Government?**

Eight in ten residents believe the City of Santa Clara is generally going in the right direction, which is a good if not grand result. In terms of City services, in some contrast, residents' reactions tend to be highly positive, with ratings ranging from the high 4's to the mid 5's. Most highly rated are the Library, the Fire Department, and the City's Municipal Utilities.

In terms of the City's government itself, seven in ten residents believe it has a positive impact on their day-to-day lives; only five percent believe the City government's impact is negative. In addition, although neither levels of trust in government nor perceptions that government is ethical are particularly high for

any government, they are highest for the City's government relative to Federal, State, and County governments.

Finally, it is worth noting that although most Santa Clara residents say they vote, this action is the limit of citizen involvement for most. Only small fractions have been politically involved in City affairs, and almost no one frequently watches City Council meetings, contacts City Council members, or gets in touch with City staff.

### **Are People Aware of the City's Ethics Program?**

As of late 2006, the majority of residents are aware of the City's Ethics Program. This represents a dramatic increase from early 2006, which suggests that the City has done an admirable job of publicizing its efforts. There are also substantial increases in awareness of the various components of the program. Finally, it is worth noting in this regard that over a fifth of residents believe City election campaigns have gotten better in terms of ethics and values in the past five years.

### **What Are the Best Ways to Reach Residents?**

Results from this and the previous survey suggest that people are most likely to get information about local government and politics from the *San Jose Mercury News* and from local television news. The City's utility bill insert "Mission City

Scenes" and newspaper "Inside Santa Clara" also play relatively prominent roles. We would therefore encourage the City to utilize all of these communication channels to inform the public about its ethics activities.

# CITY OF SANTA CLARA

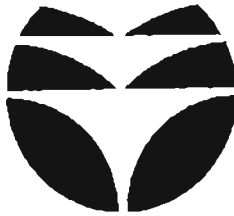


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**SURVEY ABOUT GOOD GOVERNMENT  
AND PUBLIC TRUST**



## **FINAL DRAFT REPORT**



**JD FRANZ RESEARCH, INC.**  
**Public Opinion and Marketing Research**

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**January, 2007**

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APPENDIX A: SURVEY INSTRUMENT

APPENDIX B: DETAILED DATA TABULATIONS

# I. INTRODUCTION

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The research findings presented in this report derive from a survey of residents of the City of Santa Clara that was commissioned by the City and conducted by JD Franz Research, Inc. of Sacramento. Encompassing 385 completed interviews, the survey was implemented between, December 29, 2006 and January 11, 2007.

The primary purpose of the survey was to assess residents' attitudes relative to local government ethics and public trust. Specific areas of inquiry were as follows:

- Extent to which residents are proud to live in the City of Santa Clara
- Ratings of the City as a place to do various things
- Overall ratings of the City as a place to live
- Whether the City is going in the right or wrong direction
- Ratings of various City services
- Levels of agreement with statements about residents' awareness of and impact on local decision-making
- Assessments of the impact of the Federal, State, County, and City governments on residents' lives
- Levels of trust in the Federal, State, County, and City governments

- Assessments of the ethical behavior of the Federal, State, County, and City governments
- Experience with City political life and employment
- Awareness of the City's program in ethics and values
- Awareness of various City actions relative to ethics and values
- Voting behavior in previous elections
- Assessments of the amount of information available relative to voting choices
- Assessments of local election campaigns in terms of ethics and values
- Assessments of the ethical behavior of candidates for City office
- Extent to which various legal campaign practices are acceptable
- Importance of various sources of news
- Respondent demographics, including gender, length of residence in Santa Clara, expectations about residence in Santa Clara five years from now, home ownership status, political party affiliation, age, educational attainment, and ethnicity

Following this Introduction, the report is divided into three additional sections.

**Section II** contains a detailed discussion of the **Research Methods** used in conducting the survey, while **Section III** presents and discusses the **Findings**.

Finally, **Section IV** contains the research firm's **Conclusions and Recommendations**.

For reference, there are also two appendices. **Appendix A** contains a copy of the **Survey Instrument** that was used in conducting the research, and **Appendix B** includes **Detailed Data Tabulations** for all of the survey questions.

## II. RESEARCH METHODS

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### **Instrument Design**

The survey instrument that was used in conducting this research was originally developed by Dr. Thomas Shanks, an independent consultant to the City on ethics issues and the former Executive Director of the Markkula Center for Applied Ethics at Santa Clara University. This questionnaire was originally used in a Resident Feedback Survey conducted by mail and online in early 2006. It was then modified for this late 2006 telephone survey by the President of JD Franz Research in consultation with the Deputy City Manager for the City of Santa Clara.

Modifications were designed to shorten the survey's length, format it for telephone implementation, and simplify some long and complex questions. All of the modifications were made in such a way as to maximize the ability to compare the results from the Resident Feedback Survey to those from this survey.

After drafts of the survey had been reviewed and modified on the basis of comments from the Deputy City Manager and Dr. Shanks, a final draft was submitted for approval for pretesting. The pretest was conducted among a

random sample of respondents selected in the same manner as the survey sample would be selected.

Following the pretest, the research firm's President consulted with the Deputy City Manager concerning the results, and a few additional changes were made on that basis. The final version of the instrument was then submitted for approval for implementation.

### **Sample Selection**

The sample for the survey was a random digit dialing (RDD) telephone sample designed to represent all households in Santa Clara. RDD, the most sophisticated strategy for telephone survey sampling, ensures the inclusion of unlisted, erroneously listed, and newly listed households in the sample.

Area codes and prefixes for the sample were determined by Scientific Telephone Samples, a leading supplier with a system of selecting samples for local governments that comes the closest to matching municipal boundaries. After having identified the appropriate area code and prefix combinations for Santa Clara, STS randomly appended the final four digits of telephone numbers to the sample.

## **Interviewer Training**

All of the interviewers who conducted the survey had undergone intensive training and briefing prior to conducting any actual interviews. Training includes instruction in interviewing techniques, the mechanics of sample selection and recording, a systematic approach to answering respondents' inquiries, and use of the Computer-Assisted Telephone Interviewing (CATI) system as well as extensive practice with actual survey instruments.

## **Survey Implementation**

Interviewing for the survey was conducted from the centralized, CATI-equipped, and fully monitored facility at JD Franz Research under the ongoing oversight of full-time Supervisors. Immediately upon completion of each interview, a Supervisor checked it for accuracy, clarity, and completeness so that any problem areas could be discussed with the interviewer while the conversation was still remembered. In the event problems could not be resolved by recall, respondents were called back for clarification or amplification.

In order to ensure that working people were adequately represented in the survey, calling took place only during the evening hours (5 to 9 p.m.) and on weekends (10 a.m. to 6 p.m. on Saturdays and 2 to 9 p.m. on Sundays). Up to four attempts were made to reach a potential respondent at each number in the sample.



Given that 385 interviews were completed, the margin of error for the survey at the 95 percent confidence level is  $\pm 5.0$  percent. The cooperation rate for the survey was 67 percent, which is generally viewed as being good.

### **Data Tabulation and Analysis**

Data from the survey were exported from the CATI system into the data analytic software SPSS for Windows and checked for accuracy and adherence to the pre-established coding scheme. In addition, preliminary tabulations were reviewed manually to check for errors. Finally, tabulations, means, and other analyses were prepared using SPSS for Windows.

### III. FINDINGS

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Findings from the survey are presented here in the same order as the questions were posed to respondents. Throughout, comparisons are made to the data from early 2006. Readers who are interested in the precise phrasing of the telephone survey inquiries are invited to consult the copy of the survey instrument that can be found in Appendix A.

#### **Ratings of the City of Santa Clara As A Place To Do Various Things**

As shown in **Figure 1**, more than three-quarters of residents are very proud to say they live in Santa Clara. In addition, close to one in five are somewhat proud to say this. When summed, these figures total almost everyone (95 percent).

## EXTENT TO WHICH RESIDENTS ARE PROUD TO SAY THEY LIVE IN THE CITY OF SANTA CLARA

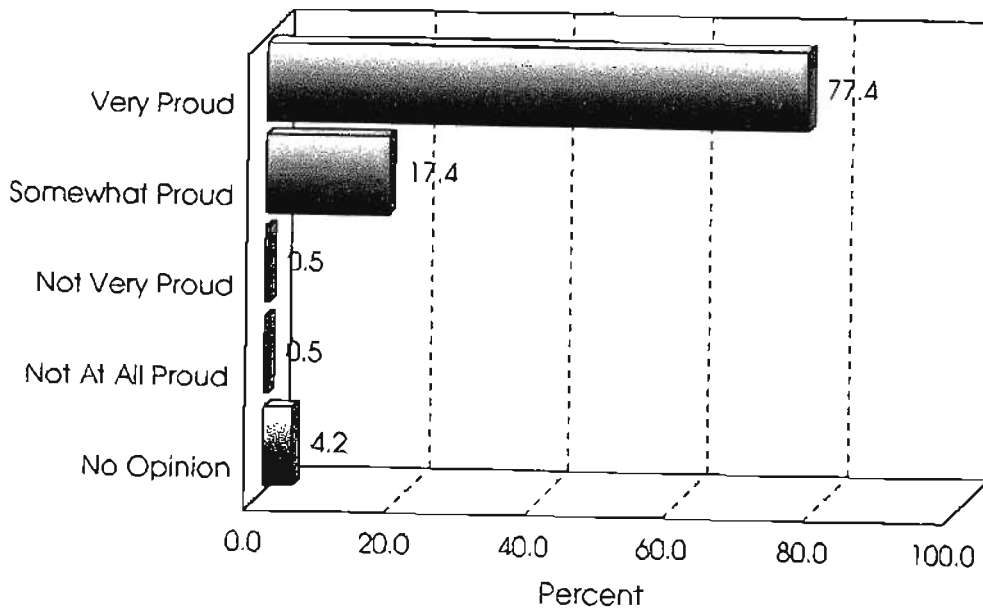
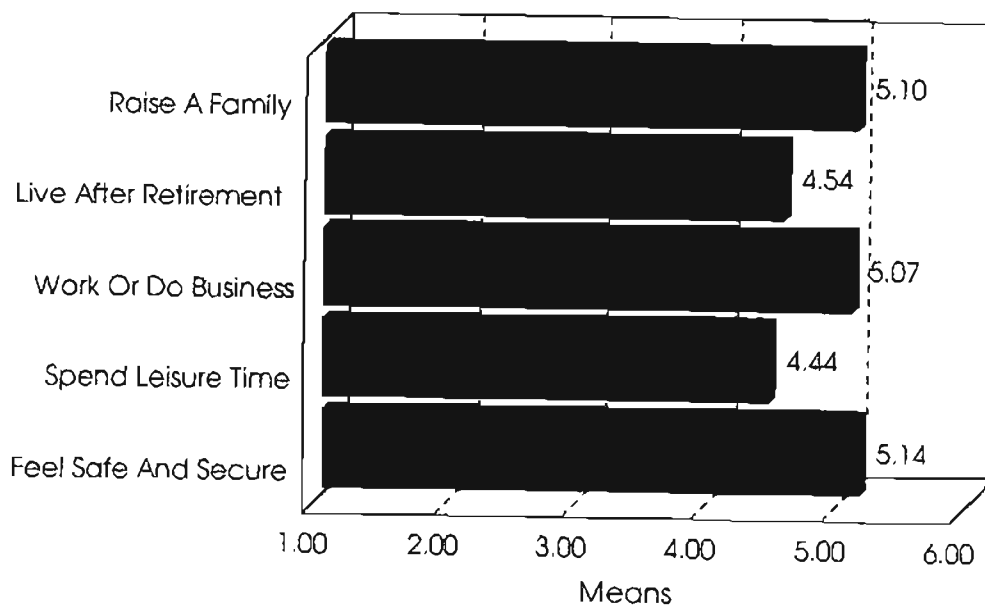


Figure 1

In early 2006, about half of residents (49 percent) were very proud to say they live in the City of Santa Clara and around two-fifths (42 percent) were somewhat proud. These figures sum to slightly over nine in ten (91 percent). While this total is highly similar to the late 2006 result, the differences in its components are dramatic and statistically significant. In particular, the increase in “very proud” response is quite noteworthy.

**Figure 2** displays mean ratings of the City of Santa Clara as a place to do various things on a six-point scale where one equals poor and six equals excellent. As this graphic indicates, all of the ratings range between the level of four and five. (Because all of the scale points are not labeled, it is not possible to say what ratings of four or five mean in words.) Receiving the highest ratings are Santa Clara as a place to feel safe and secure, as a place to raise a family, and as a place to work or do business.

## RATINGS OF THE CITY AS A PLACE TO DO VARIOUS THINGS



**Figure 2**

All of these ratings are higher than they were in early 2006, where the scores ranged from 3.95 to 5.00. The relative positioning of the ratings, however, was highly similar.

Overall ratings of Santa Clara as a place to live on the same six-point scale are illustrated in **Figure 3**. The largest groups assigned ratings of 6 and 5 to the City; the total of these two values is about eight in ten (81 percent). The mean score on this measure using the same six-point scale is 4.9.

### OVERALL RATINGS OF THE CITY AS A PLACE TO LIVE

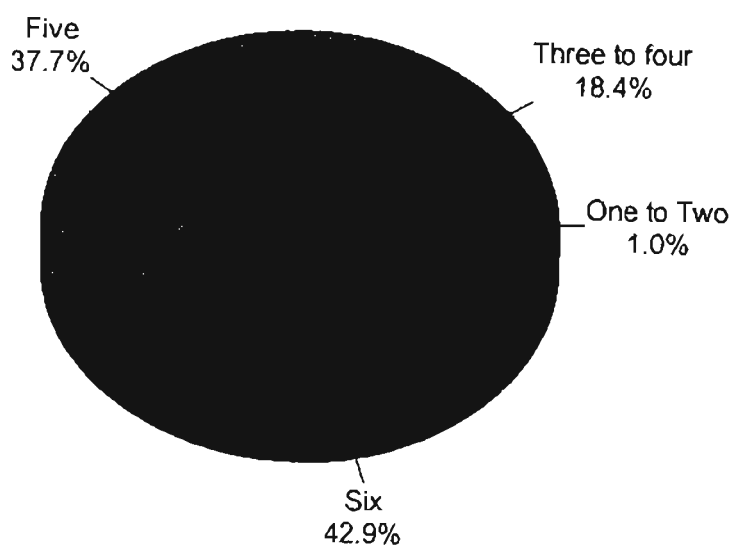


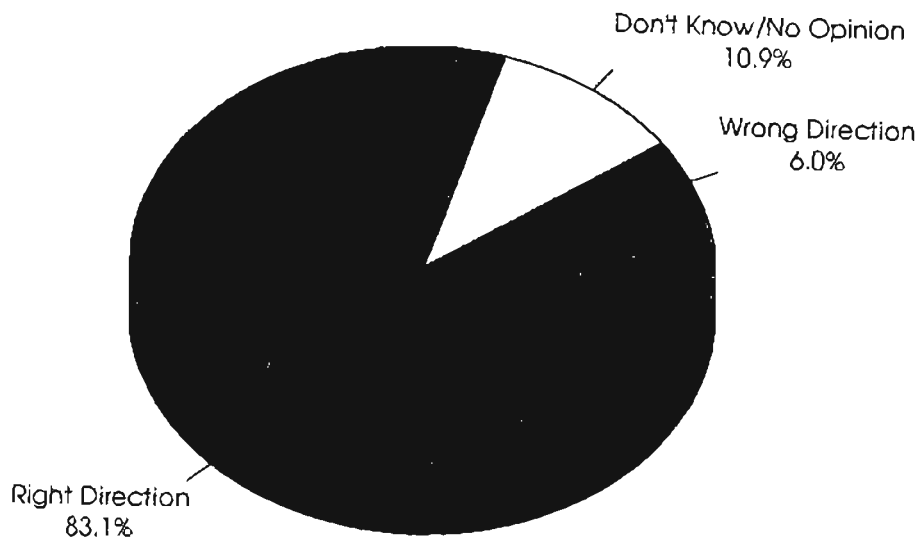
Figure 3

In early 2006, the mean score was virtually identical (4.86). There were, however, far fewer responses of six (27 percent) and substantially more ratings of three or four (30 percent).

## Assessments of the City's Direction

**Figure 4** indicates that by far the majority of residents feel the City of Santa Clara is going in the right direction. Only six percent feel it is going in the wrong direction; the remainder have no opinion.

### DIRECTION IN WHICH THE CITY OF SANTA CLARA IS GOING



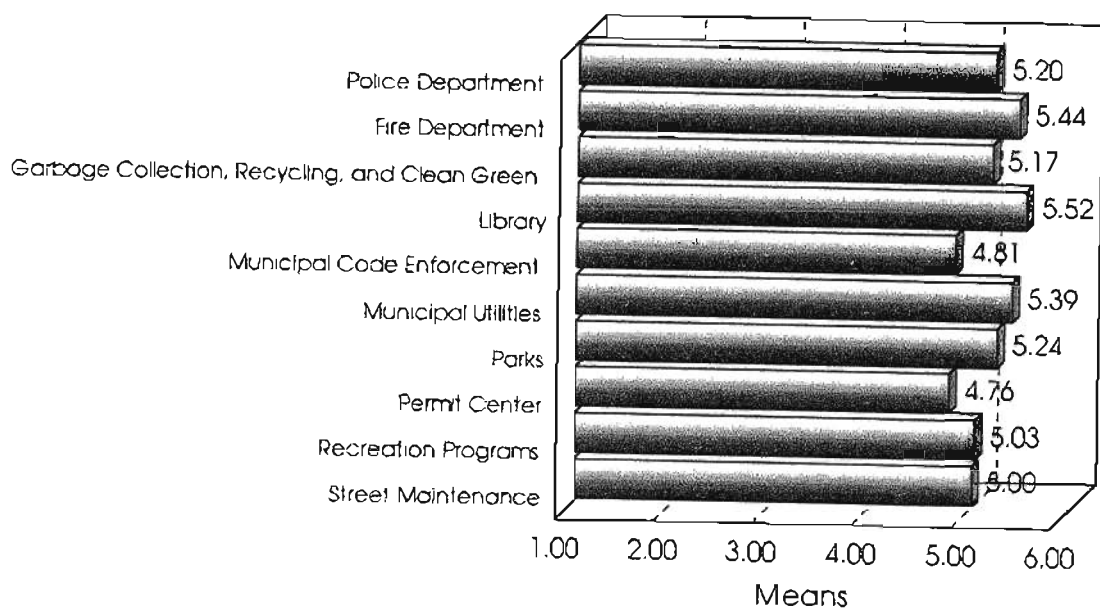
**Figure 4**

In early 2006, more than nine in ten residents (94 percent) felt the City of Santa Clara was going in the right direction. However, four percent left this question blank, which could be tantamount to a no opinion response. It therefore seems likely that had no opinion been captured, the differences between the two surveys would be relatively minor.

## Ratings of City Services

**Figure 5** portrays mean ratings of the City in terms of various City services on the same scale. Here, almost all of the ratings are above the level of 5; the other two are close to that level. Most highly rated are the Library, the Fire Department, and the City's Municipal Utilities.

### RATINGS OF CITY SERVICES



**Figure 5**

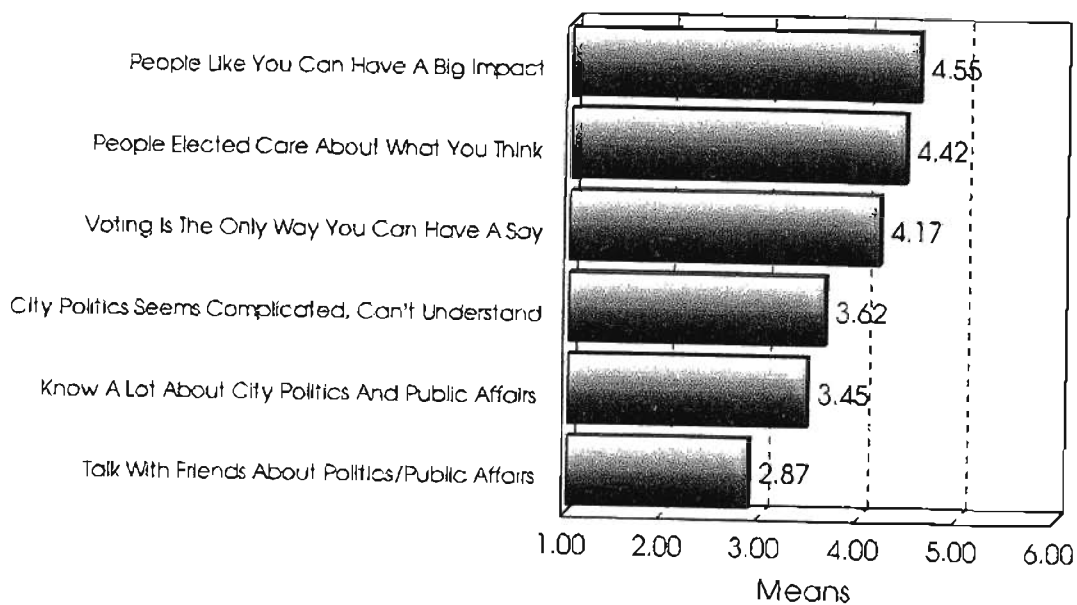
In early 2006, the ratings were in the same order, but the values were somewhat lower. Only four services received ratings of five or more: the library, the Fire Department, Municipal utilities, and Parks.



## Political Understanding and Efficacy

**Figure 6** depicts mean levels of agreement with various statements about political understanding and efficacy on a scale from one to six where one equals strongly disagree and six equals strongly agree. Most likely to be agreed with is, "People like you can have a big impact on making the City of Santa Clara a better place to live"; least likely to elicit agreement is, "You often talk with friends about City politics and affairs." Both the latter statement and the statement, "You know a lot about City politics and public affairs" receive noticeably low levels of agreement.

### LEVELS OF AGREEMENT WITH STATEMENTS ABOUT POLITICAL UNDERSTANDING AND EFFICACY

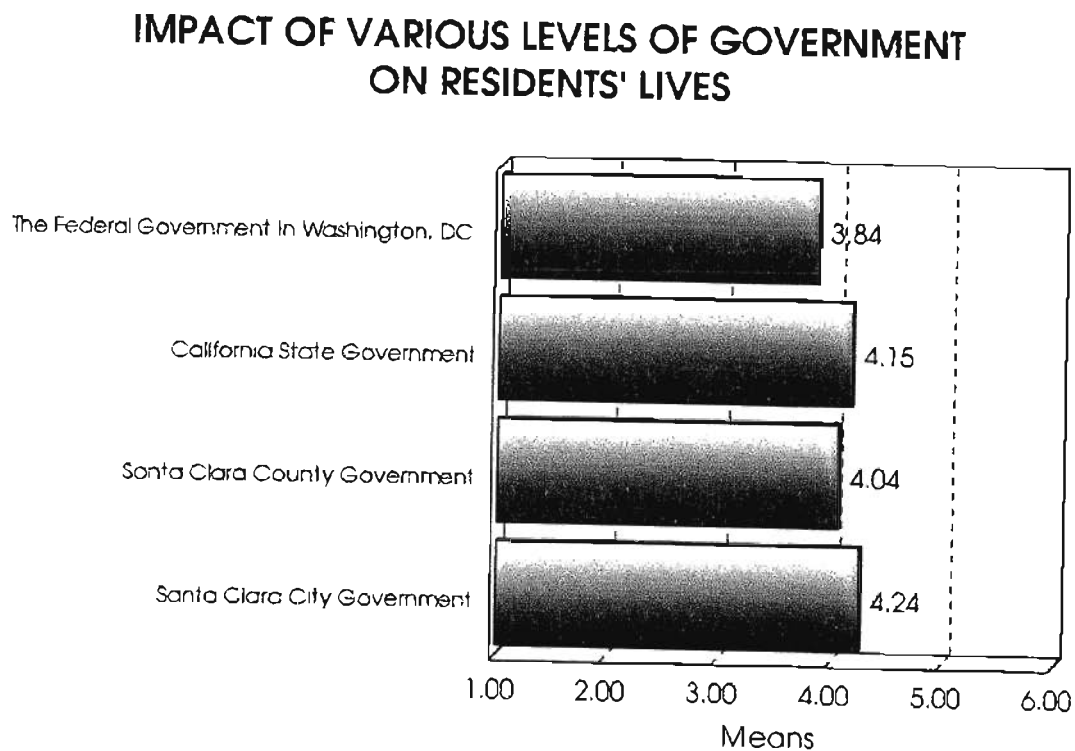


**Figure 6**

Levels of agreement in early 2006 were consistently and in some cases noticeably lower. Substantial increases between the two time periods occurred with respect to people believing they can have a big impact, feeling those elected care what they think, and thinking they know a lot about city policies and public affairs.

## Impact of Government

**Figure 7** portrays mean assessments of the impact of various levels of government on respondents' day-to-day lives on a scale from one to six where one equals no impact and six equals a great impact. All of these assessments cluster around the level of 4, and there is relatively little differentiation among them. The findings from early 2006 are highly similar.



**Figure 7**

**Figures 8** through 11 demonstrate how residents assess the nature of the impact various levels of government have on their day-to-day lives. The Federal government is most likely to be perceived as having a too little of an impact to

tell. All of the other levels of government, however, are predominantly perceived as having a primarily positive impact. This is particularly true of Santa Clara City government.

### TYPE OF IMPACT THE FEDERAL GOVERNMENT HAS

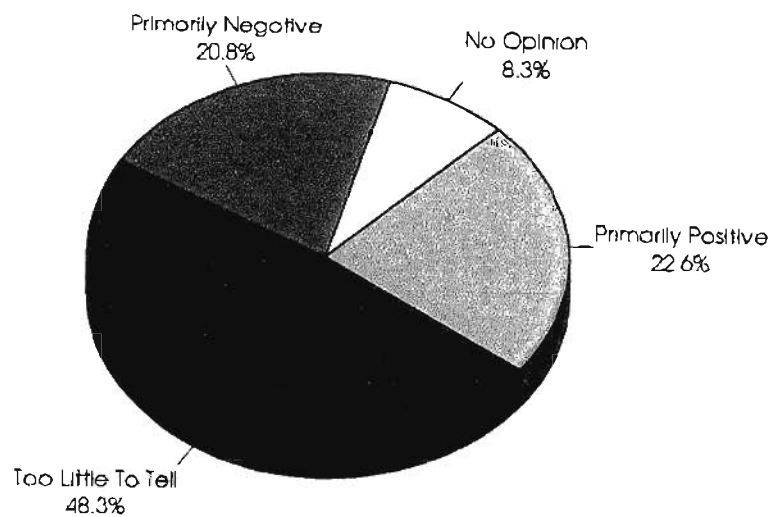


Figure 8

## TYPE OF IMPACT CALIFORNIA STATE GOVERNMENT HAS

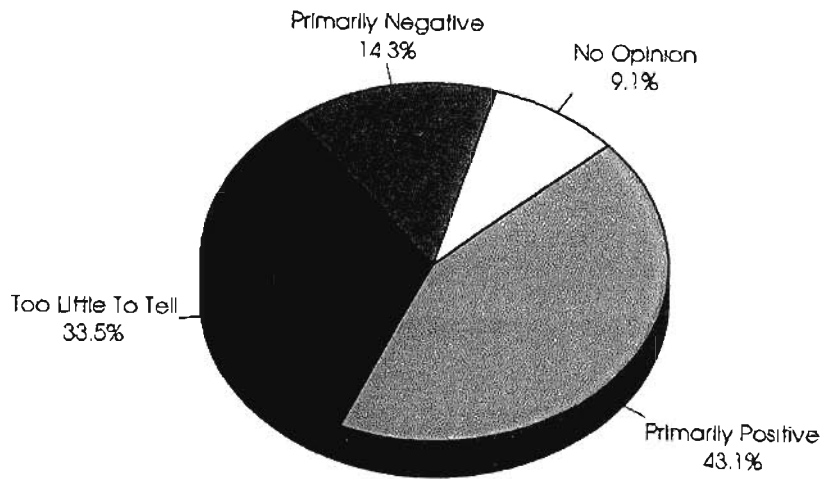


Figure 9

## TYPE OF IMPACT SANTA CLARA COUNTY GOVERNMENT HAS

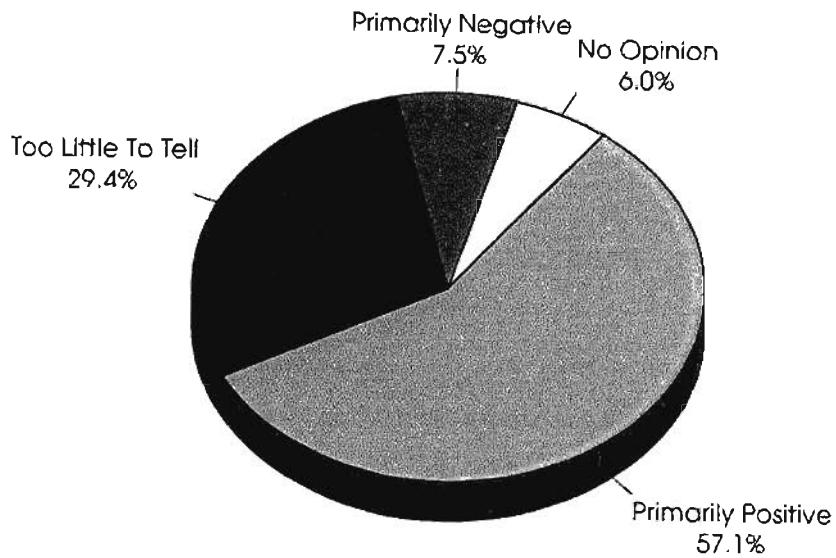


Figure 10

## TYPE OF IMPACT SANTA CLARA CITY GOVERNMENT HAS

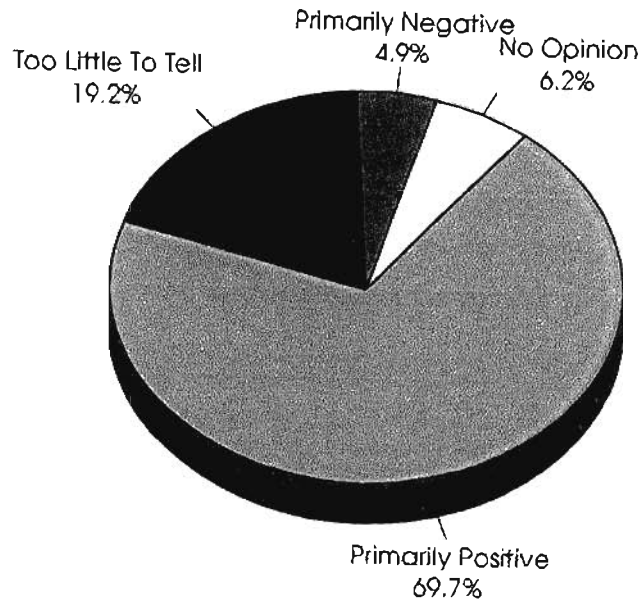


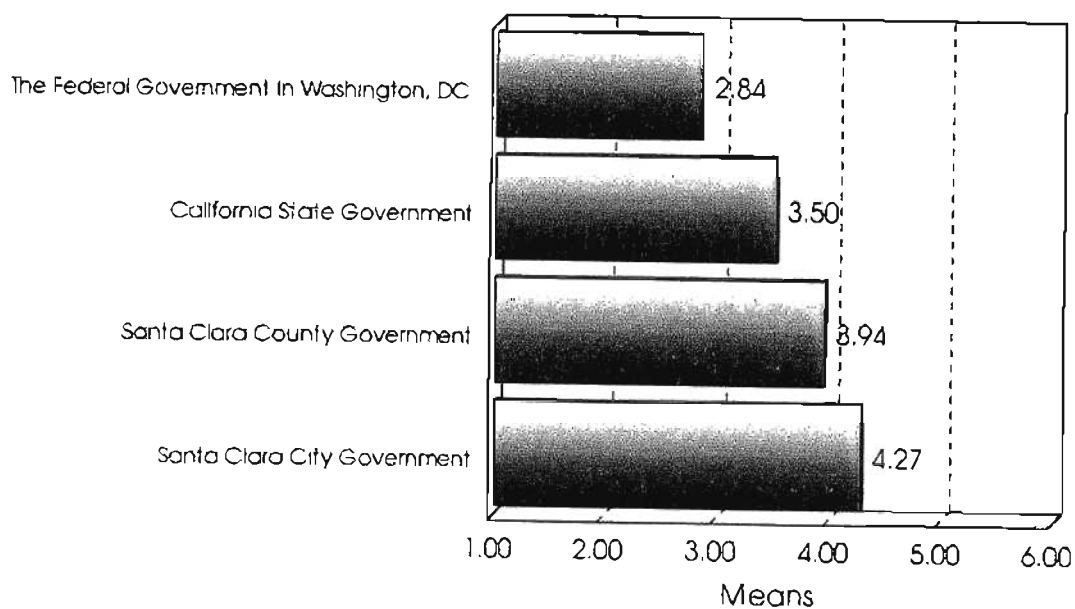
Figure 11

Data from the early 2006 survey are much the same, with one exception. In early 2006, the largest group of residents (41 percent) found the Federal government to have a primarily negative impact; only a quarter (25 percent) found this level of government's impact to be too little to tell.

## Trust in Government

**Figure 12** displays the mean extent to which residents say they have trust in various levels of government on a six-point scale where one equals having no trust and six means having a great deal of trust. In this instance, there is considerable variability in residents' assessments, with values ranging from a low of 2.84 for the Federal government to a high of 4.27 for Santa Clara City government. These findings parallel those from early 2006.

### TRUST IN THE VARIOUS LEVELS OF GOVERNMENT

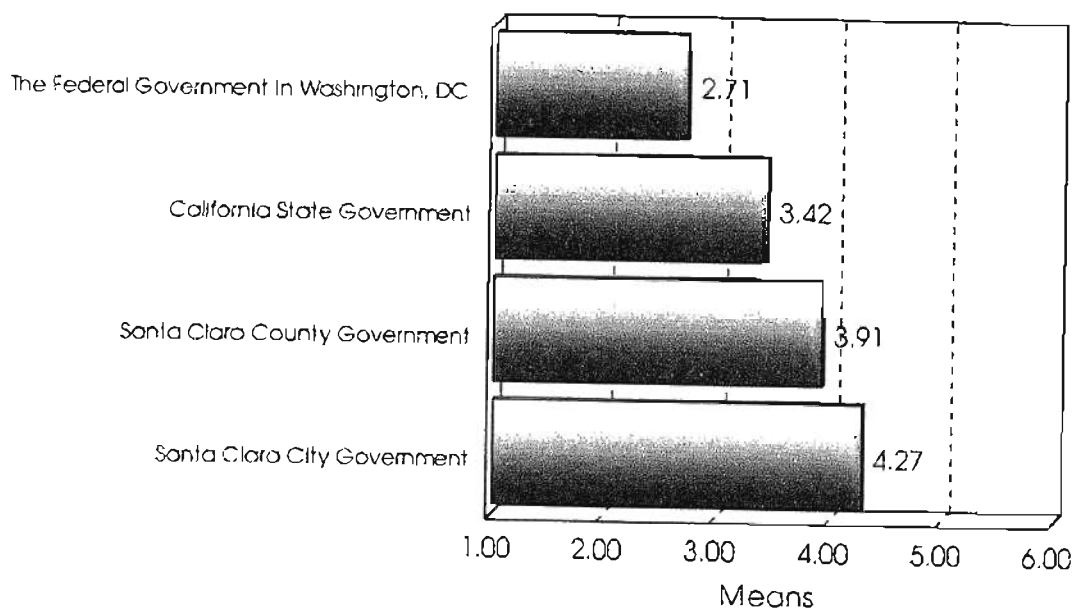


**Figure 12**

## Ethical Behavior of Government

**Figure 13** depicts mean ratings of the ethical behavior of various levels of government on a scale from one to six where one equals poor and six equals excellent. Here again, there are noticeable differences among the ratings, which range from a low of 2.17 for the Federal government to a high of 4.27 for Santa Clara City government. These findings are highly similar to those from early 2006.

### ASSESSMENTS OF THE ETHICAL BEHAVIOR OF THE VARIOUS LEVELS OF GOVERNMENT



**Figure 13**



## Experience With the City of Santa Clara

As illustrated in **Figure 14**, only eight percent of residents have ever run for public office, been appointed to a City Commission, Board, or Committee, volunteered a significant amount of time on a City political campaign, or worked as a City employee in Santa Clara. This is essentially the same as what was found in early 2006.

### EXTENT TO WHICH RESIDENTS HAVE BEEN INVOLVED WITH THE CITY POLITICALLY OR AS AN EMPLOYEE

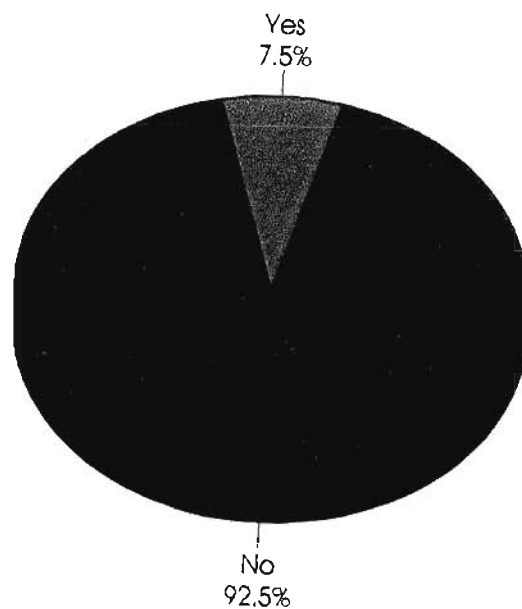
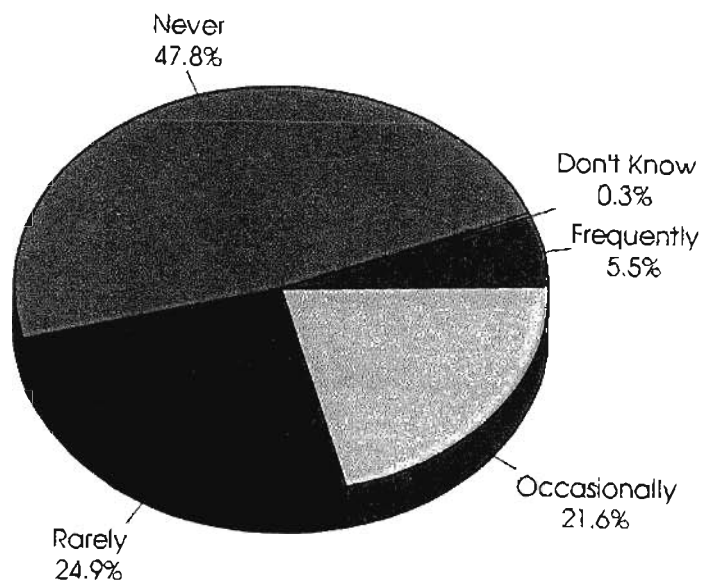


Figure 14

**Figure 15** shows that in the past five years, almost half of residents have never attended a City Council meeting, watched part of a City Council meeting on Cable Channel 15, or had contact with a City Council Member. In addition, a quarter have rarely done any of these things. These figures total close to three-quarters (73 percent). Only six percent frequently do these things. The findings from early 2006 are highly similar.

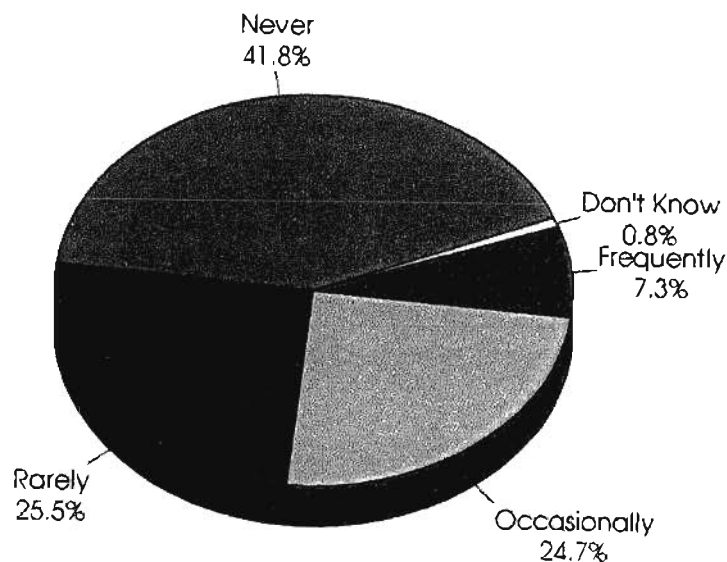
### FREQUENCY WITH WHICH RESIDENTS ATTEND OR WATCH CITY COUNCIL MEETINGS



**Figure 15**

**Figure 16** demonstrates that in the past five years, over two-fifths of residents have never gone to City Hall for information or with a question, called about an issue, applied for a permit, or had any contact with City staff. In addition, about a quarter have rarely done any of these things. These figures sum to two-thirds (67 percent). Only seven percent have frequently done these things.

### FREQUENCY WITH WHICH RESIDENTS CONTACT CITY HALL OR CITY STAFF



**Figure 16**

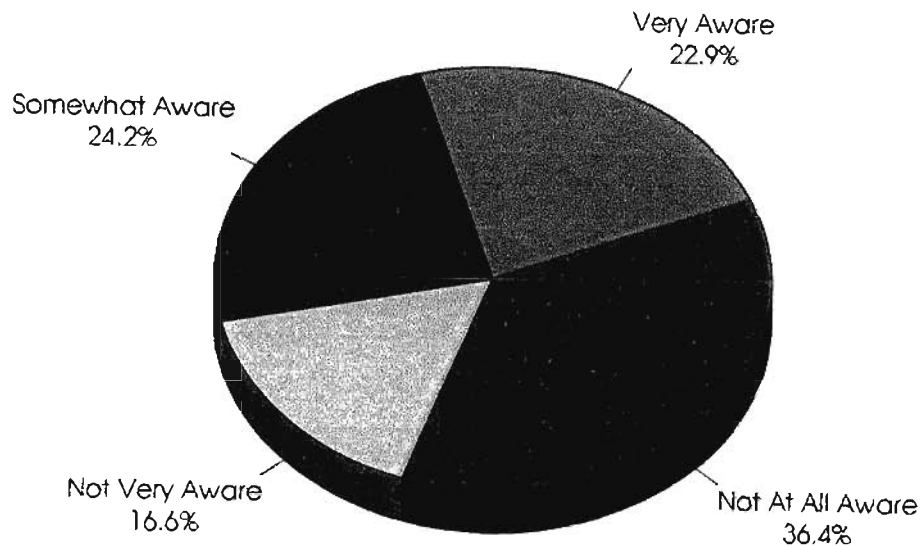
In early 2006, residents were less likely (30 percent) to say they had never contacted City Hall or City staff. They were also more likely (35 percent) to say they had rarely done so.



## Awareness of the City's Ethics Program

**Figure 17** indicates that the largest group of residents are not at all aware of the City's Ethics Program. In addition, close to one in five are not very aware of this program. When summed, these figures total the majority (53 percent).

### AWARENESS OF THE CITY OF SANTA CLARA ETHICS PROGRAM

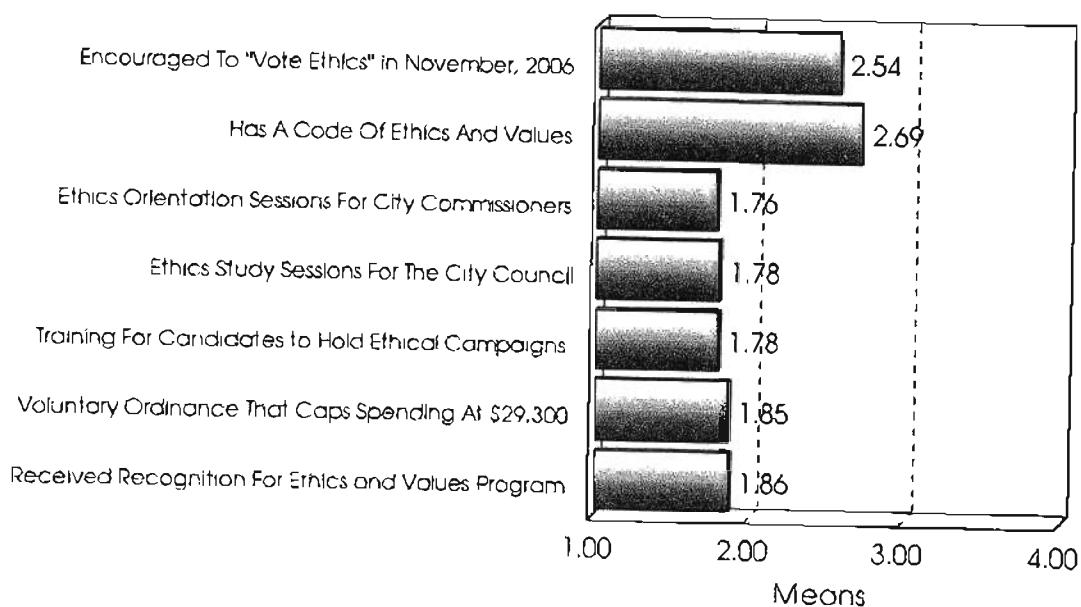


**Figure 17**

The results of this question in early 2006 were considerably less promising. About half of residents (51 percent) were not at all aware of the Program, and around a quarter (23 percent) were not very aware. These figures sum to almost three-quarters (74 percent).

**Figure 18** portrays mean levels of awareness of various ethics activities undertaken by the City on a four-point scale where one equals not at all aware and four equals very aware. Throughout this section of the report, comparisons are made where possible to the data from early 2006. Where comparisons are not present, there are issues with the data coding that preclude them.

### AWARENESS OF VARIOUS CITY ETHICS ACTIVITIES



**Figure 18**

The results of these measures in early 2006 are noticeably and in some cases dramatically different. An item-by-item comparison in terms of total awareness (very plus somewhat aware) is presented in Table 1 below. In every case,

awareness increased between the two survey periods. Increases of more than ten percent, such as these, are likely to be statistically significant.

Table 1		
AWARENESS OF VARIOUS CITY ETHICS ACTIVITIES		
	Total Awareness	
	Early 2006	Late 2006
Encouraged Citizens To "Vote Ethics" In The November, 2006 Election	21%	52%
Has A Code Of Ethics And Values	38%	63%
Holds Ethics Orientation Sessions For City Commissioners	10%	24%
Holds Ethics Study Sessions For The City Council	13%	25%
Provides Training For Political Candidates On How To Hold Ethical Political Campaigns	9%	28%
Has A Voluntary Ordinance That Caps Campaign Spending At \$29,300	15%	29%
Has Received State And National Recognition For Its Ethics And Values Program	12%	30%

## Voting Behavior

As **Figure 19** illustrates, about two-thirds of residents voted in the November, 2006 elections for Mayor and members of the City Council. Among those who did not volunteer that they never vote, as illustrated in **Figure 20**, close to half say they always vote in Santa Clara City elections. In addition, 15 percent almost always vote and six percent usually vote in these elections. These figures total seven in ten (70 percent). Findings from early 2006 are highly similar.

## EXTENT TO WHICH RESIDENTS VOTED IN NOVEMBER, 2006

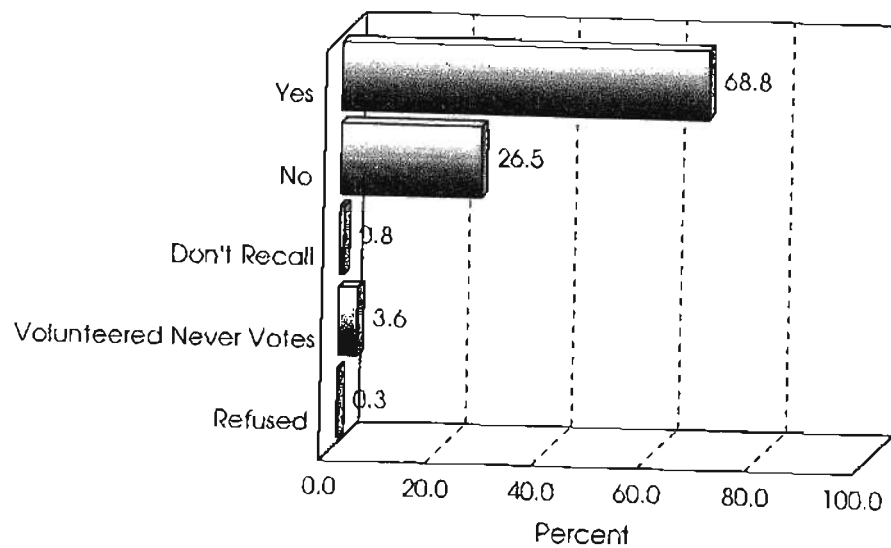


Figure 19

## FREQUENCY WITH WHICH RESIDENTS VOTE

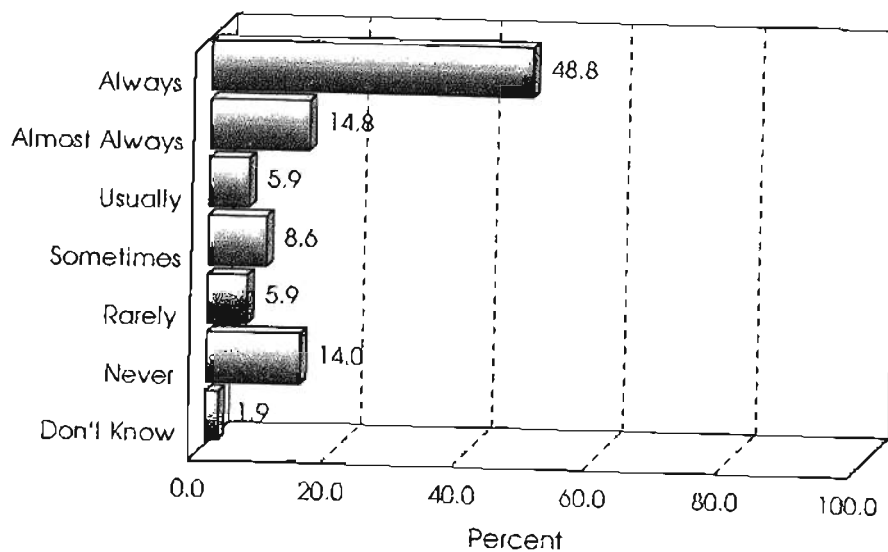


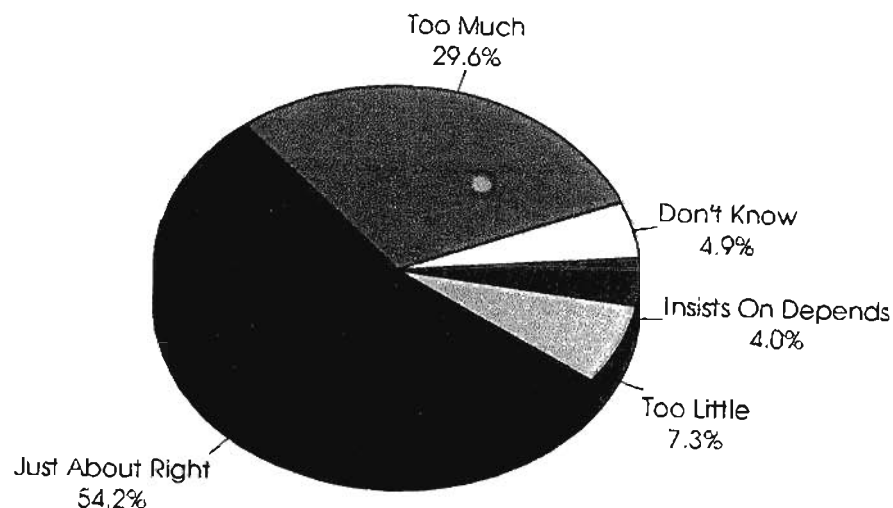
Figure 20



## Election Information

**Figure 21** shows that the majority of residents feel they have just about the right amount of information to make informed voting choices in City of Santa Clara elections. The second largest group feels they have too much information.

### ASSESSMENTS OF THE AMOUNT OF INFORMATION RESIDENTS HAVE FOR MAKING INFORMED VOTING CHOICES



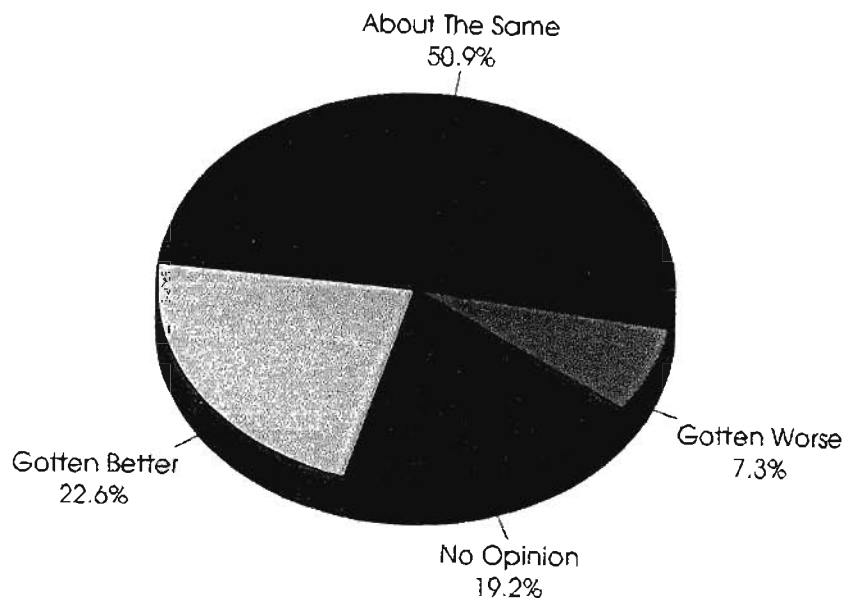
**Figure 21**

In early 2006, the majority of residents (52 percent) felt they had too little information to make informed voting choices. About one in ten, meanwhile, felt they had too much; the remaining close to two-fifths (37 percent) felt the amount of information they had was just about right.

## Ethics in Election Campaigns

**Figure 22** demonstrates that about half of residents believe election campaigns in the City of Santa Clara have remained about the same in terms of ethics and values in the past five years. Somewhat more than one in five, however, feel campaigns have gotten better in this regard.

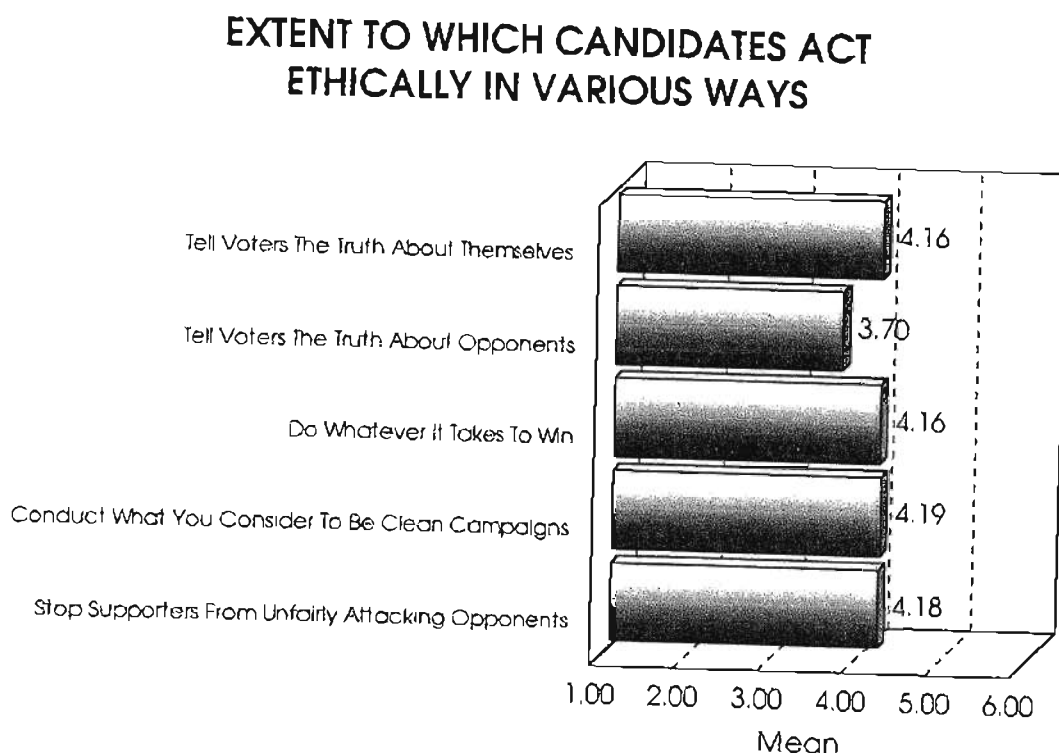
### ASSESSMENTS OF HOW CITY ELECTION CAMPAIGNS HAVE CHANGED IN TERMS OF ETHICS AND VALUES



**Figure 22**

In early 2006, by far the largest group of residents (46 percent) expressed no opinion on this topic. The second largest group (33 percent) believed election campaigns had remained about the same in terms of ethics and values. Only about one in ten (12 percent) believed election campaigns had gotten better.

**Figure 23** displays mean assessments of the ethical behavior of candidates for public office in the City of Santa Clara on a six-point scale where one means none of the candidates exhibit the behavior and six means all of them do. Almost all of these values are above the level of 4; somewhat below that level is the value for, “Tell voters the truth about opponents.”

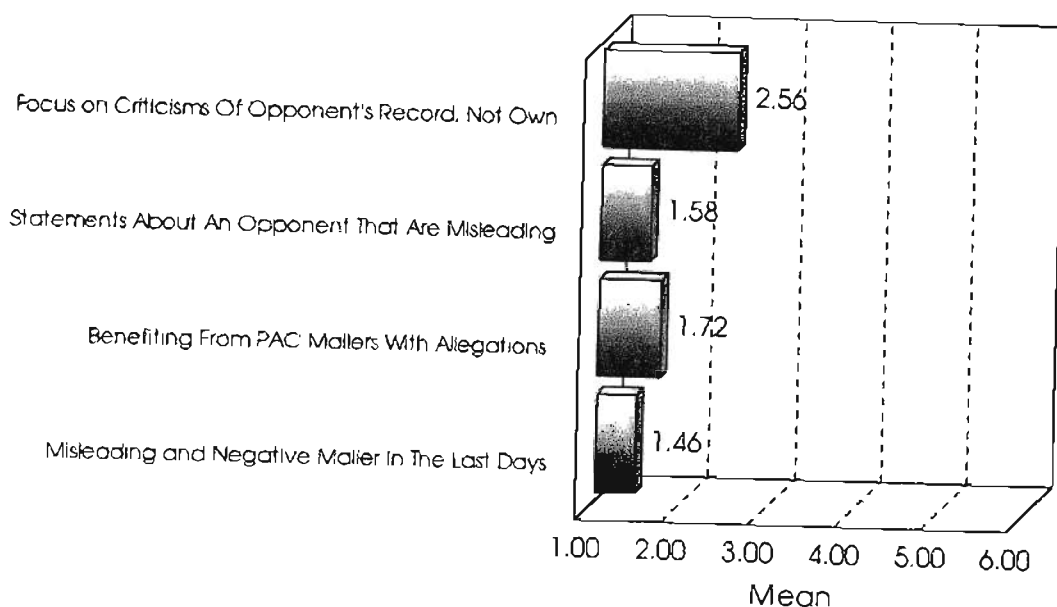


**Figure 23**

Responses to these questions in early 2006 were highly similar, with one exception. There was a noticeable increase in the sentiment that candidates “believe they have the responsibility to try to stop their supporters from unfairly attacking an opponent” between the two time periods.

Depicted in **Figure 24** is the mean acceptability of various legal campaign practices on a scale of one to six where one equals not at all acceptable and six equals highly acceptable. As this graphic indicates, none of the practices are perceived as being particularly acceptable; least likely to be viewed as acceptable is, "Sending a misleading and negative mailer in the last days of the campaign." Mean acceptability ratings in early 2006 were even lower.

### ACCEPTABILITY OF VARIOUS LEGAL CAMPAIGN PRACTICES

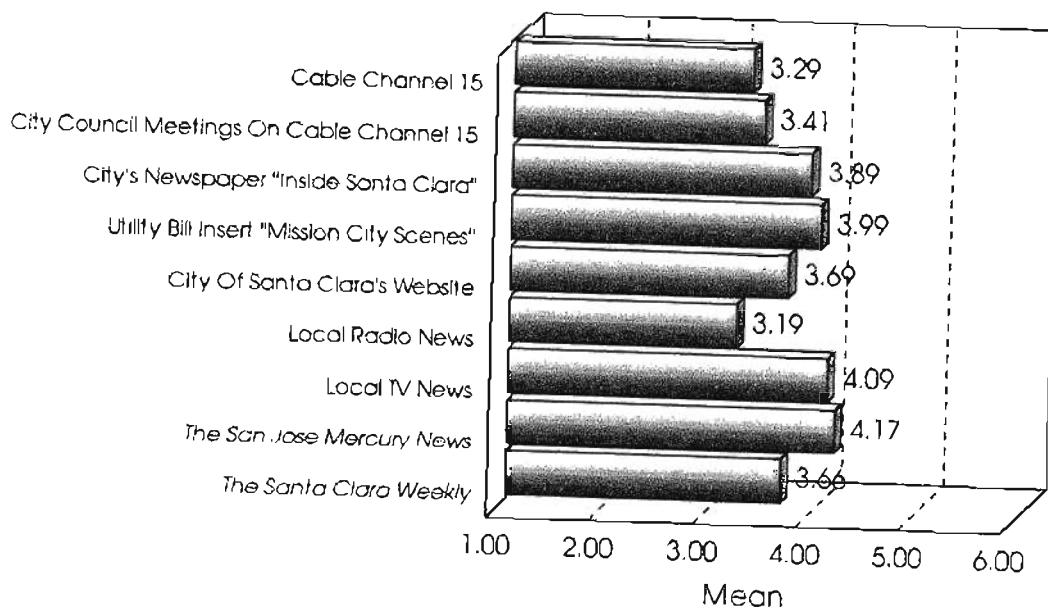


**Figure 24**

## Sources of News and Information

**Figure 25** portrays the mean importance of various sources of local news and information on a six-point scale where one equals not at all important and six equals very important. Here, almost all of the values lie between 3 and 4; the exceptions are local TV news and the *San Jose Mercury News*, which have importance ratings above the level of 4. In early 2006, the *Mercury News* and local TV news were also in the lead. These were followed by the *Santa Clara Weekly*, utility bill inserts, and the City's newspaper.

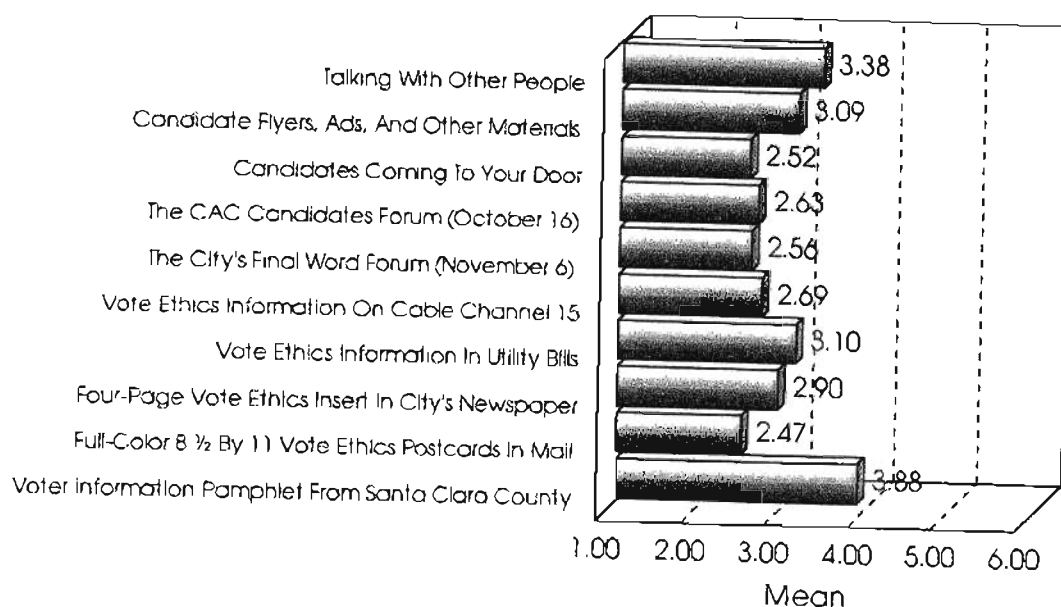
### IMPORTANCE OF VARIOUS SOURCES OF LOCAL NEWS AND INFORMATION



**Figure 25**

**Figure 26** displays mean assessments of the importance of various things as sources of information during the recent City election campaigns in November. In this instance, most of the values fall between 2 and slightly over 3; the noticeable exception is the Voter Information Pamphlet from Santa Clara County, which is rated close to 4. In addition, talking with friends, relatives, colleagues, or neighbors is noticeably above the level of 3.

### IMPORTANCE OF VARIOUS SOURCES OF INFORMATION DURING THE RECENT CITY ELECTION CAMPAIGN



**Figure 26**

In early 2006, the Voter Information Pamphlet from Santa Clara County also ranked first as an information source. This was followed by candidate information in the mail, talking with other people, and candidate flyers, ads, and other materials.



## Respondent Demographics

Figures 27 through 29 and Tables 1 through 5 illustrate the demographics of the responding sample. These graphics indicate the following.

- The majority of respondents are male.

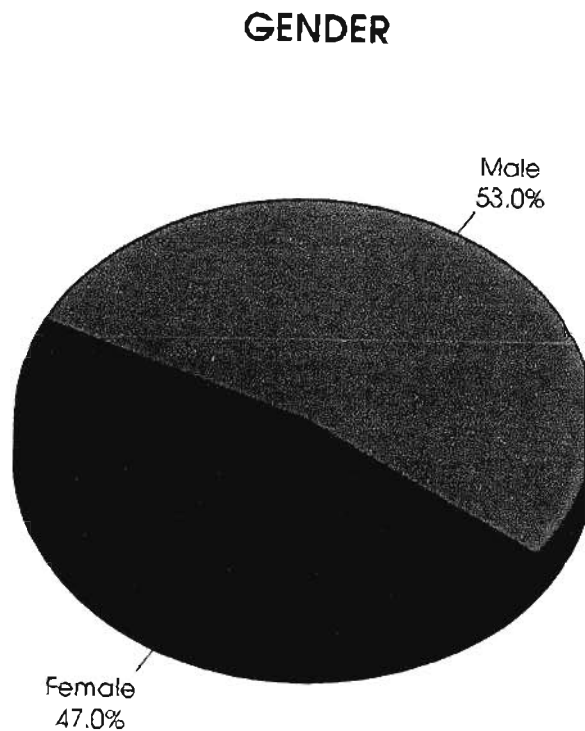


Figure 27



- The largest group of respondents has lived in Santa Clara for over 20 years.

Table 2		
LENGTH OF RESIDENCE IN SANTA CLARA		
	Frequency	Percent
1 To 2 Years	38	9.9
3 To 5 Years	68	17.7
6 To 10 Years	71	18.4
11 To 20 Years	68	17.7
More Than 20 Years	135	35.1
Refused	5	1.3

- Close to eight in ten respondents expect to be living in Santa Clara five years from now.

### EXTENT TO WHICH RESIDENTS EXPECT TO BE LIVING IN SANTA CLARA FIVE YEARS FROM NOW

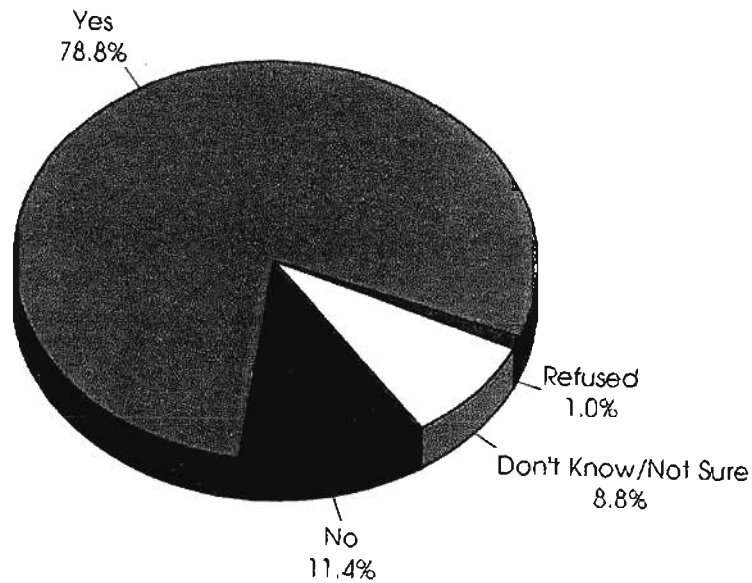


Figure 28

- About two-thirds of respondents own their own homes.

## OWNERSHIP STATUS

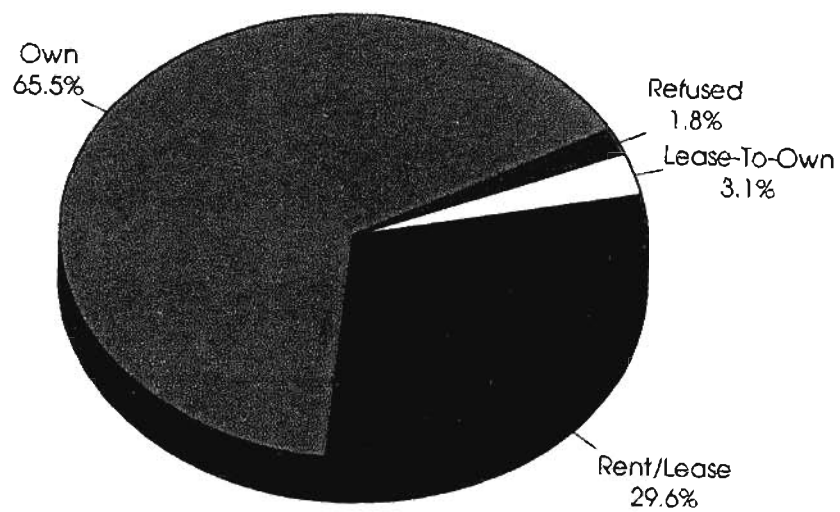


Figure 29

- Close to half of respondents are affiliated with the Democratic Party.

Table 3		
POLITICAL PARTY AFFILIATION		
	Frequency	Percent
Decline To State/Independent	34	8.8
Democrat	188	48.8
Green	5	1.3
Libertarian	5	1.3
Republican	89	23.1
Other	11	2.9
None	32	8.3
Refused	21	5.5

- The largest group of respondents is between the ages of 45 and 54. Those between the ages of 35 and 64 constitute the majority (55 percent).

Table 4		
AGE		
	Frequency	Percent
18 To 24	24	6.2
25 To 34	63	16.4
35 To 44	75	19.5
45 To 54	78	20.3
55 To 64	60	15.6
65 Or Older	66	17.1
Refused	19	4.9

- The largest group of respondents has completed college. Those with at least some college represent about three-quarters of the sample (77 percent).

Table 5		
EDUCATION		
	Frequency	Percent
Some Elementary School	1	0.3
Some High School	15	3.9
Completed High School Or GED	65	16.9
Some College Or Associate Degree	81	21.0
Completed College	111	28.8
Some Graduate School Or Master's Degree	82	21.3
Ph.D. Or Other Post-Graduate Degree	22	5.7
Refused	8	2.1

- The majority of respondents are Caucasian. Other noticeable groups are Asian or Asian-American and Latino or Hispanic.

Table 6		
ETHNICITY		
	Frequency	Percent
Caucasian/White	225	58.4
African-American/African/Black	16	4.2
Asian-American/Asian	56	14.5
Latino/Hispanic	31	8.1
Other	34	8.8
Refused	23	6.0

## **IV. CONCLUSIONS AND RECOMMENDATIONS**

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### **How Do Residents Feel About Living in Santa Clara?**

From the results of this research, it would appear that residents of the City of Santa Clara are between generally and very pleased to live in their community. Almost everyone is proud to live in Santa Clara; importantly, almost eight in ten are very proud to do so. Ratings of the City as a place to raise a family, work or do business, and feel safe and secure are strongly positive; ratings of the City as a place to live after retirement and spend leisure time are positive as well. Overall as a place to live, the City scores a five out of six possible points.

### **How Do Residents Feel About Their Government?**

Eight in ten residents believe the City of Santa Clara is generally going in the right direction, which is a good if not grand result. In terms of City services, in some contrast, residents' reactions tend to be highly positive, with ratings ranging from the high 4's to the mid 5's. Most highly rated are the Library, the Fire Department, and the City's Municipal Utilities.

In terms of the City's government itself, seven in ten residents believe it has a positive impact on their day-to-day lives; only five percent believe the City government's impact is negative. In addition, although neither levels of trust in government nor perceptions that government is ethical are particularly high for

any government, they are highest for the City's government relative to Federal, State, and County governments.

Finally, it is worth noting that although most Santa Clara residents say they vote, this action is the limit of citizen involvement for most. Only small fractions have been politically involved in City affairs, and almost no one frequently watches City Council meetings, contacts City Council members, or gets in touch with City staff.

### **Are People Aware of the City's Ethics Program?**

As of late 2006, the majority of residents are aware of the City's Ethics Program. This represents a dramatic increase from early 2006, which suggests that the City has done an admirable job of publicizing its efforts. There are also substantial increases in awareness of the various components of the program. Finally, it is worth noting in this regard that over a fifth of residents believe City election campaigns have gotten better in terms of ethics and values in the past five years.

### **What Are the Best Ways to Reach Residents?**

Results from this and the previous survey suggest that people are most likely to get information about local government and politics from the *San Jose Mercury News* and from local television news. The City's utility bill insert "Mission City

Scenes" and newspaper "Inside Santa Clara" also play relatively prominent roles. We would therefore encourage the City to utilize all of these communication channels to inform the public about its ethics activities.